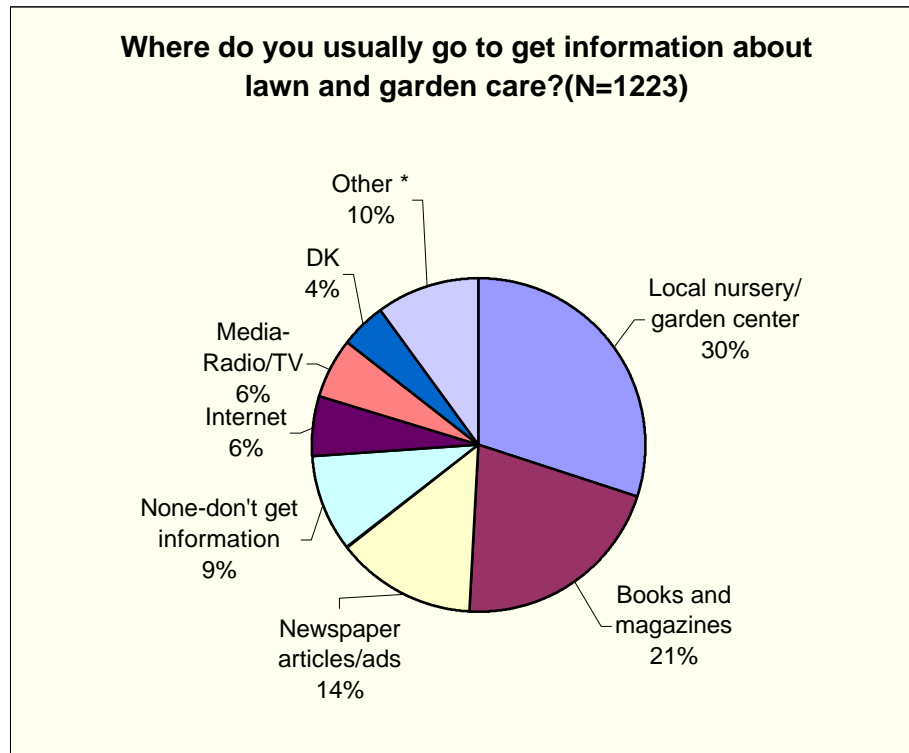


CHAPTER FIVE – COMMUNICATING ABOUT WATER RESOURCE ISSUES

Q45: Where would you most likely get information about lawn and garden care?

As shown in **Figure 29**, about a third of all customers (30%) go to local nurseries or garden centers when they need information about lawn and garden care. Another 21% use books and magazines; 14% read newspaper articles, columns and ads, 6% surf the internet, and another 6% get information from radio and TV shows or ads. Other sources include friends and family (3%), professionals and organizations (3%), their own experience (2%) and mail or other printed matter (2%). Nine percent (9%) said they don't seek lawn and garden care information and 4% didn't know.

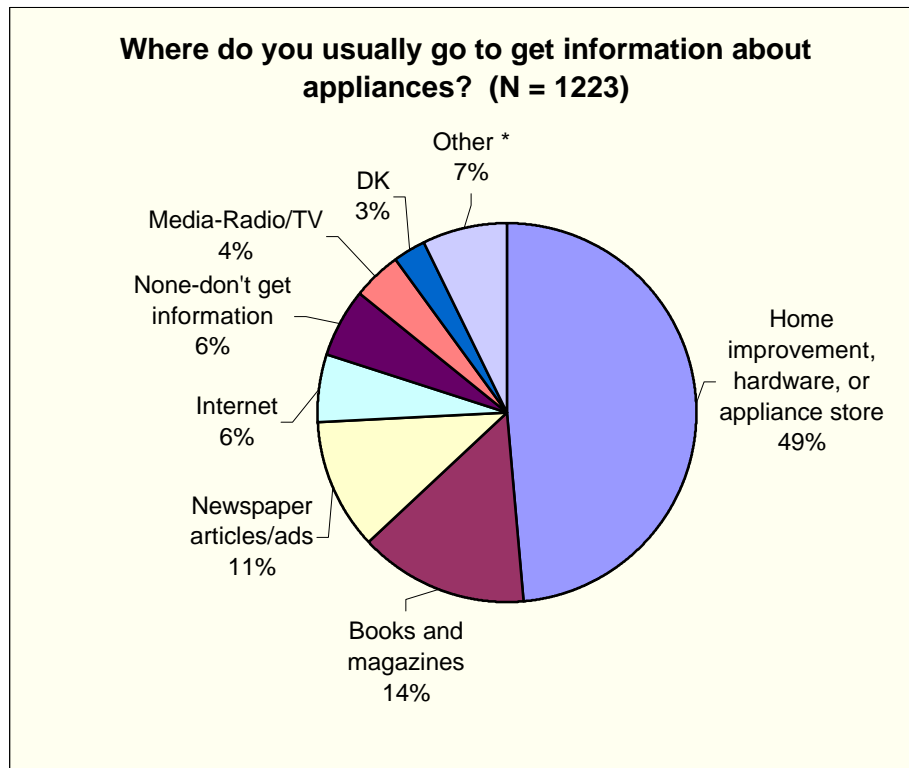
Although the statistics indicate there may be differences between Seattle and Purveyor in terms of where they get their lawn and garden information, only small percentage differences occurred, with the largest difference between them being 4%.

Figure 29 - Information about Lawn and Garden Care (Q45)

Q46: Where would you most likely get information about appliances such as showerheads, toilets and washing machines?

Respondents were also asked where they were most likely to get information about appliances, such as showerheads, toilets, and washing machines. As shown in **Figure 30** below, nearly half (49%) go to home improvement, hardware, or appliance stores. Another 15% utilize books and magazines; 11% read newspaper articles, columns and ads, 6% surf the internet, and 4% get information from radio and TV shows or ads.

Other sources include friends and family, professionals and organizations, own experience, and mail or other printed matter (2% each). Six percent (6%) said they don't seek appliance information and 3% didn't know. No significant differences occurred between Seattle and Purveyor customers.

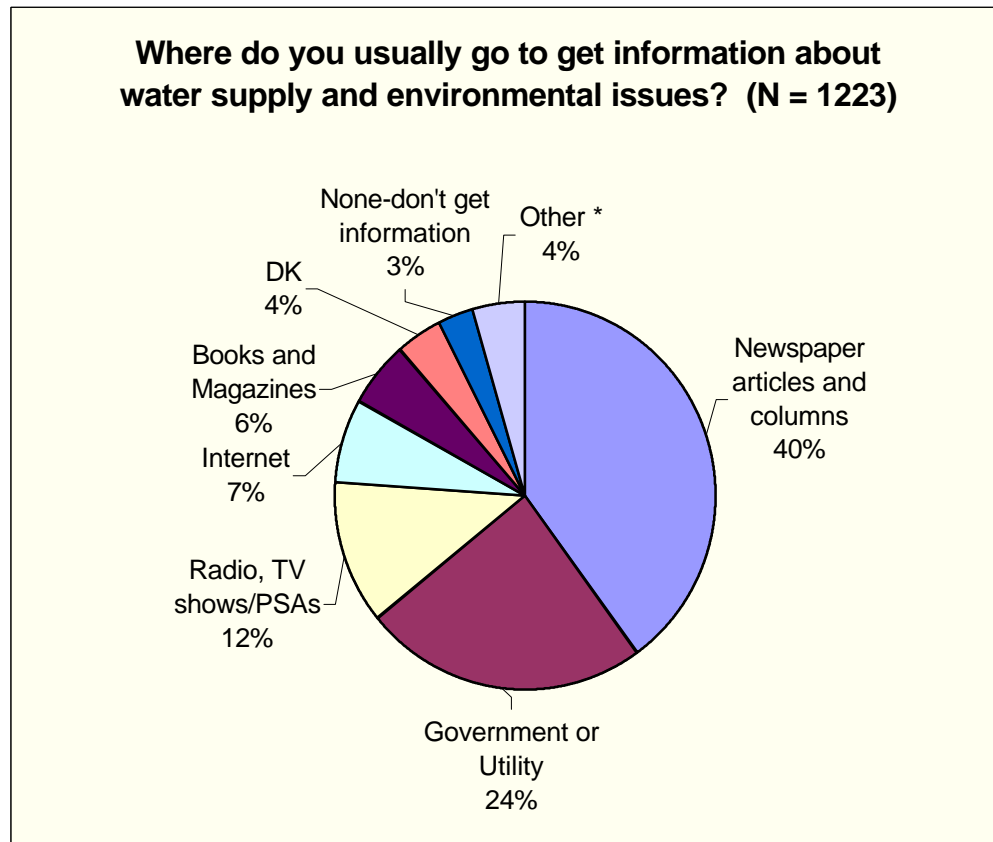
Figure 30 - Information About Appliances (Q46)

Q47: And where would you get information about water supply and environmental issues such as restoring salmon runs, preventing pollution, and managing garbage?

Respondents were next asked where they were most likely to get information about water supply and environmental issues such as restoring salmon runs, preventing pollution, and managing garbage. As shown in **Figure 31**, the most popular source (selected by 40% of respondents) was newspaper articles and columns. Twenty-four percent (24%) go to government or utility sources; 12% get information from radio and TV shows or ads; 7% surf the internet; and 6% utilize books and magazines.

Other sources included “all of the above” (2%), “word of mouth” (1%), and experience, school, phone books, and environmental groups received less than 1% each. Four percent (4%) didn’t know and 3% said they don’t seek information about water supply and environmental issues. Again, Seattle and Purveyor customers use similar sources.

Figure 31 - Information About Water Supply and Environmental Issues (Q47)

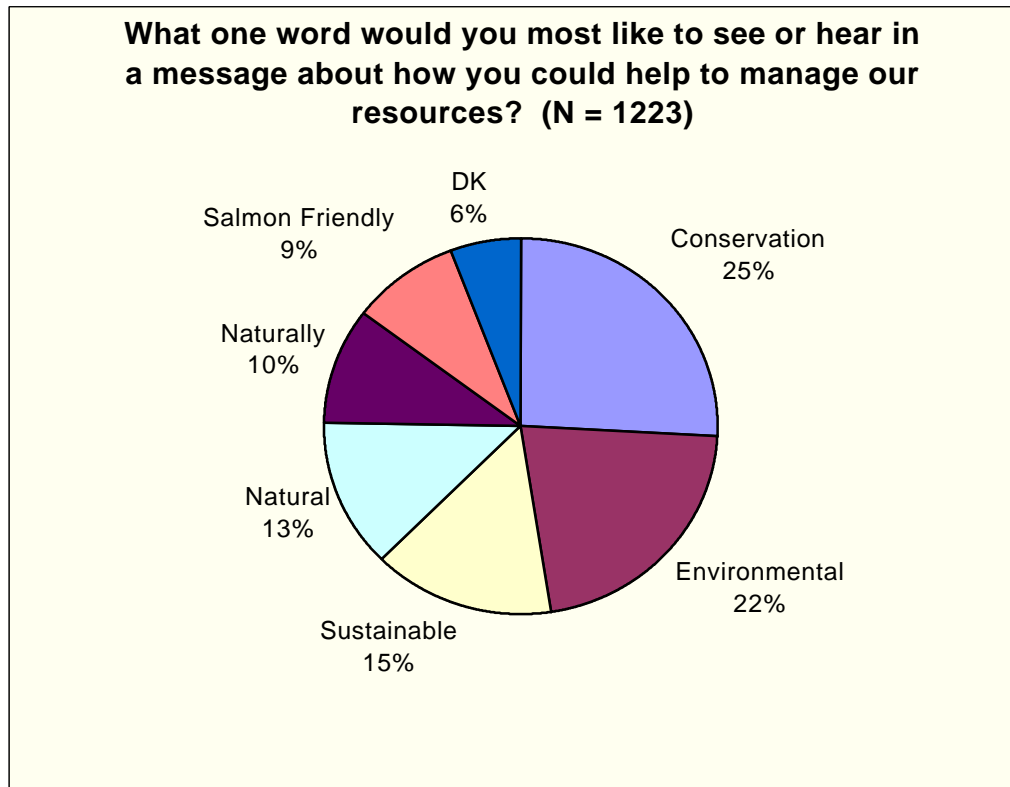


Q48: Which one of the following six words would you most like to see or hear in a message about how you could help to manage our resources: sustainable; conservation; environmental; natural; naturally, and salmon friendly.

To help in developing a public information campaign on managing resources, respondents were asked to choose one of six words they would most like to see or hear in a message about how to help to manage our resources. As **Figure 32** below shows, the two most popular words were “conservation” (selected by 25% of respondents) and “environmental” (selected by 22%) – two old familiar standbys. In descending order, the remaining choices were “sustainable” (15%), “natural” (13%), “naturally” (10%) and “salmon friendly” (9%). Six percent (6%) didn’t know.

Both Seattle and Purveyor customers put conservation and environmental at the tops of their lists, but further down the list, Seattle respondents tended to favor sustainable a bit more than Purveyor respondents, and Purveyor respondents tended to favor natural a little more than Seattle respondents.

Figure 32 - “Message” Words Regarding Managing Resources (Q48)



Regional Comparison – Message Word Sig. = <.05	Seattle %	Purveyor %
Conservation	24	27
Environmental	23	22
Sustainable	18	13
Natural	10	15
Naturally	10	10
Salmon friendly	9	8
DK	6	6
N=	603	620

Q49: Please complete this sentence. “It’s important for people in our area to manage our resources because. . . .

This question was designed to gather insights about how customers think and express their views about the importance of cozening our resources. It’s value is in its qualitative, rather than quantitative nature, so that communication tools can be developed that resonate with customers. However, several major categories emerged about why the efficient use of resources is important to people in the Puget Sound area, listed below. (The categories are listed according to how frequently they occurred, from most to least.)

At the top of the list are two strong themes: protecting the welfare of those who will inhabit the earth in the future, and personal responsibility (*If we don’t, who will?* one person asked).

- We need to save for future generations
- We’re the stewards; it’s our responsibility
- We don’t want to run out
- We have limited resources; it’s all we have
- We need to protect the earth, the environment, our health, our survival
- We have a growing population and have to support it
- It’s important, the right thing to do, common sense
- We’ll have damage, waste, problems if we don’t
- It’s expensive if we don’t; not to save would be costly
- Government isn’t doing a good enough job